

ORDER



Orders
Order / Rev: 169650
Alt Order #: 06868406
Product Desc: COMM ELECT M. SANCHE
Estimate:
Flight Dates: 10/27/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

KOB

Primary AE: Danny Blumenfeld
Sales Office: P-ATL
Sales Region: National

Agency
Name: Luc, Inc.
Buying Contact: Chris Brimer
Billing Contact:
 25 Whitlock Pl Fl 2
 Marietta, GA 30064-3142

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Michael S. Sanchez for State Senate
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/26/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	5	\$1,925.00	\$1,636.25
10/29/12	11/06/12	61	\$18,725.00	\$15,916.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	5	\$1,925.00	\$1,636.25	0.00
November 2012	61	\$18,725.00	\$15,916.25	0.00
Totals	66	\$20,650.00	\$17,552.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Danny Blumenfeld			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	38%	\$20,650.00
Market	100%	\$54,342.11

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	7%	\$3,803.95
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	36%	\$19,563.16
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

KOVT	0%	\$0.00
KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	19%	\$10,325.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/27/12	11/03/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a -----S-	:30	1	\$300.004		0.00	NM	3	\$900.00
				SNL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-				1	\$300.00		0.00			
		Week: 10/29/12	11/04/12	-----S-				2	\$300.00		0.00			
2	All	10/27/12	11/03/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p -----S-	:30	1	\$600.004		0.00	NM	2	\$1,200.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-				1	\$600.00		0.00			
		Week: 10/29/12	11/04/12	-----S-				1	\$600.00		0.00			
3	All	10/27/12	10/27/12	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p -----S-	:30	1	\$250.004		0.00	NM	1	\$250.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-				1	\$250.00		0.00			
4	All	10/28/12	11/04/12	Sunday Today Sunday Today	CM	Su 7a-8a -----S	:30	1	\$175.004		0.00	NM	2	\$350.00
				SUN TODAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S				1	\$175.00		0.00			
		Week: 10/29/12	11/04/12	-----S				1	\$175.00		0.00			
5	All	10/28/12	11/04/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p -----S	:30	1	\$600.004		0.00	NM	2	\$1,200.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S				1	\$600.00		0.00			
		Week: 10/29/12	11/04/12	-----S				1	\$600.00		0.00			
6	All	10/29/12	11/02/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a MTWTF--	:30	6	\$350.004		0.00	NM	6	\$2,100.00
				NEWS - 1/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				6	\$350.00		0.00			
N 7	All	10/29/12	11/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MTWTF--	:30	10	\$350.004		0.00	NM	0	\$0.00
				TODAY - 2/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				10	\$350.00		0.00			

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Advertiser: Michael S. Sanchez for State Senate
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 Estimate: KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	All	10/29/12	11/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	10	\$350.00	4	0.00	NM	0	\$0.00
TODAY - 2/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					10	\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	10/29/12-11/04/12		M-F Today Show		M-F 7a-9a	MTWThF----	:30		(\$350.00)		0.00	NM		
Credited [preempted spots]															
2	All	10/29/12-11/04/12		M-F Today Show		M-F 7a-9a	MTWThF----	:30		(\$350.00)		0.00	NM		
Credited [preempted spots]															
3	All	10/29/12-11/04/12		M-F Today Show		M-F 7a-9a	MTWThF----	:30		(\$350.00)		0.00	NM		
Credited [preempted spots]															
4	All	10/29/12-11/04/12		M-F Today Show		M-F 7a-9a	MTWThF----	:30		(\$350.00)		0.00	NM		
Credited [preempted spots]															
5	All	10/29/12-11/04/12		M-F Today Show		M-F 7a-9a	MTWThF----	:30		(\$350.00)		0.00	NM		
Credited [preempted spots]															
6	All	10/29/12-11/04/12		M-F Today Show		M-F 7a-9a	MTWThF----	:30		(\$350.00)		0.00	NM		
Credited [preempted spots]															
7	All	10/29/12-11/04/12		M-F Today Show		M-F 7a-9a	MTWThF----	:30		(\$350.00)		0.00	NM		
Credited [preempted spots]															
8	All	10/29/12-11/04/12		M-F Today Show		M-F 7a-9a	MTWThF----	:30		(\$350.00)		0.00	NM		
Credited [preempted spots]															
9	All	10/29/12-11/04/12		M-F Today Show		M-F 7a-9a	MTWThF----	:30		(\$350.00)		0.00	NM		
Credited [preempted spots]															
10	All	10/29/12-11/04/12		M-F Today Show		M-F 7a-9a	MTWThF----	:30		(\$350.00)		0.00	NM		
Credited [preempted spots]															
8	All	10/29/12	11/02/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MTWTF--	:30	5	\$400.00	4	0.00	NM	5	\$2,000.00
NEWS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$400.00		0.00			
9	All	10/29/12	11/02/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	M-W-F--	:30	3	\$400.00	4	0.00	NM	3	\$1,200.00
NEWS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-W-F--					3	\$400.00		0.00			
10	All	10/29/12	11/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	MTWTF--	:30	6	\$150.00	4	0.00	NM	6	\$900.00
TODAY 2 - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					6	\$150.00		0.00			
11	All	10/29/12	11/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MTWTF--	:30	6	\$125.00	4	0.00	NM	6	\$750.00
NEWS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					6	\$125.00		0.00			
12	All	10/29/12	11/02/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	M-W-F--	:30	3	\$125.00	4	0.00	NM	3	\$375.00
JUDGE JUDY - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-W-F--					3	\$125.00		0.00			

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KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	All	10/29/12	11/02/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	5	\$325.004		0.00	NM	5	\$1,625.00
		NEWS - 1/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5			\$325.00			0.00			
14	All	11/05/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$350.004		0.00	NM	2	\$700.00
		NEWS - 1/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2			\$350.00			0.00			
15	All	11/05/12	11/06/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MT-----	:30	4	\$350.004		0.00	NM	4	\$1,400.00
		TODAY - 2/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4			\$350.00			0.00			
16	All	11/05/12	11/05/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	M-----	:30	1	\$400.004		0.00	NM	1	\$400.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$400.00			0.00			
17	All	11/05/12	11/05/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	M-----	:30	1	\$400.004		0.00	NM	1	\$400.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$400.00			0.00			
18	All	11/05/12	11/05/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	M-----	:30	1	\$150.004		0.00	NM	1	\$150.00
		TODAY 2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$150.00			0.00			
19	All	11/05/12	11/05/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	M-----	:30	1	\$125.004		0.00	NM	1	\$125.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$125.00			0.00			
20	All	11/05/12	11/05/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	M-----	:30	1	\$125.004		0.00	NM	1	\$125.00
		JUDGE JUDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$125.00			0.00			
21	All	11/05/12	11/05/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	M-----	:30	1	\$325.004		0.00	NM	1	\$325.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$325.00			0.00			
22	All	10/30/12	11/01/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	-TWT---	:30	3	\$425.003		0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWT---		3			\$425.00			0.00			
23	All	11/02/12	11/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	----F--	:30	2	\$425.003		0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2			\$425.00			0.00			
24	All	10/31/12	11/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	--WTF--	:30	4	\$425.003		0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		4			\$425.00			0.00			
N25	All	11/05/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MT-----	:30	1	\$350.004		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		1			\$350.00			0.00			

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Estimate: **KOB**

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N25	All	11/05/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MT-----	:30	1	\$350.00	4	0.00	NM	1	\$350.00
													Totals	66	\$20,650.00

*Tax 1 Note: ABQ 7%.